

Increasing Opportunities For Leading UK Education Institutions

EDUKEX Jordan 21, 22 September 2013

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1. Event fact file

EDUKEX JORDAN 2013

Venue	Landmark Hotel, Amman, 21, 22 September 2013
Opening hours	On 21 Sept. from 16:00 to 21:00 / on 22 Sept. from 10:00 to 20:00
Opened by	Robin Rickard, Country Director British Council Jordan
Stand costs	£1,795.00
Unique feature to give added value	<p>The Exhibition combines a variety of best UK institutions showing the UK excellence in Medicine, Accounting, Engineering, Science and Education.</p> <p>A Market Briefing has been organised to present information about Education potential market in Jordan.</p> <p>Key contacts from Jordan schools and Higher Education sector has been invited to the opening ceremony to network and meet University delegate and study possible future collaboration</p> <p>The audience was from different categories which cover foundation, undergraduate and postgraduate students</p>
Seminars	<p>UK Visa induction Sessions 17.00 – 18.00 and 11.30 – 12.30</p> <p>Introduction to IELTS 10.30 – 11.30 and 13.00 – 14.00</p>

2. Key statistics

Attendance	Landmark Jordan
	2013
Day 1	450
Day 2	200
Total number of visitors	650
Further Education	50
Higher Education	130
UCAS	10
Visa	110
Total number of exhibitors	29
Jordanians	80%
Other Nationalities	20%

Visitors' primary market objectives	Landmark Jordan
	2013
Bachelor degree	55%
PG degree (Master)	25%
PG degree (PhD)	10%
Pre-Master	1%
Summer Course	4%
Language course	5%
Demographics of visitors	Landmark Amman
	2013
Male	65%
Female	35%

*A full list of exhibitors can be found in Appendix 1



3. Impact of marketing plan

- First year running the EDUKEX in Jordan we combined different marketing activities to promote and engage with wider audience using cyber, print, radio and direct promotion to selected schools and universities also pre and post press release for the event.
- Based on the visitors survey they found out about the event from their school coordinator/email (29%), Facebook (25%) followed by Friend/relative (19%), Radio (10%), Flyers and posters (9%) and Newspaper (7%).
- Through the Pre-registration system, good number of potential students (8%) were encouraged to register online we had (130) candidates sent their application online, and another (200) school students confirm their attendance through the school coordinator.
- The feedback collected from the exhibitors 30' survey collected, 75% consider the event brings great number and quality visitors, and 20% consider the event brings good number and good quality.
- Reporting done by (Roya TV), few interviews with the visitors and the UK delegates about the exhibition and how they found it. Great feedback was collected from the students and exhibitors.
- The British Council table was set up outside the hall to help the visitors and hand out information about the IELTS and UK visa leaflets was there to support the visitors and give guidance about the UK visa in general.

* A full media plan can be found in Appendix 4



4. Conclusions and follow up

Education UK Exhibition was held for the first time in Jordan and has met the expectation of most of the delegates and exceeded the expectation for others. We had 29 institutions including some further education institutions. Among the institutions a good number new to Jordan Market which indicates a growing interest from UK institutions in Jordan and provide visitors with variety of programmes to choose from these participating institutions.

4.1 Key recommendations for institutions

- To place more UK representatives on the institution's table to take more students and answer the visitor's enquiries, so they will not wait for long on the queue, and provide detailed information about the subjects.
- Some visitors commented that each institution should provide information about their specialised subject of excellence so that students who are keen to enrol in course that this University/college are top ranked institutions for this subject. Either by brochures or include the information in the roll up behind the delegate.
- Offer scholarships.
- Have specific event for postgraduate students

4.2 Key recommendations for the British Council

Overall we received positive feedback from the UK delegates and visitors participated in the exhibition the event was great and well organised. From the visitor survey and observations made on the day demonstrated that the venue Hall was an excellent choice.

The UK institutions mentioned that the exhibition highly meets their expectation. From the visitors survey 83% (251 visitors) of the total survey received, has mentioned that the exhibition met their expectation.

Suggestions for improvement were received in the questionnaire institutions and visitors are summarised as follows:

- Make the Exhibition time nearer to the time the student will graduate.
- The Market Briefing should include clearer details and slides should pass slower.
- Set up this event on annual basis and bring more universities, wider range of universities, and make it in bigger hall
- Some UK institutions suggest that the opening hours to happen in the afternoon only and to consider the weekend days (Friday/Saturday) to run the exhibition.
- The venue was excellent for the exhibition event to add value should consider booth set up next year, but for stay not appropriate for accommodation as quality of room is poor.
- As an improvement for next year will ask universities to send a brief about the University/College and its courses to make it as reference for the visitors in a leaflet.
- Select better date for the event to attract more Postgraduate students or prepare specific event (road show) for this cluster.



Appendix 1: List of participating institutions

Appendix 2: Visitors' survey results

Appendix 3: Exhibitors' survey results

Appendix 4: Advertising and promotion plan (media plan)



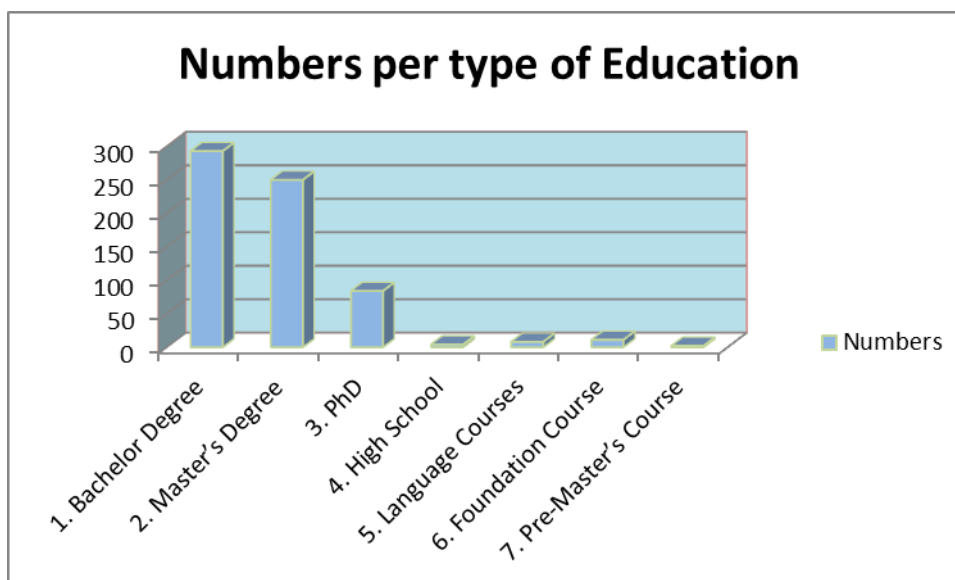
Appendix 1: List of participating institutions

University participated
The Arts London University
Bath University
Bedfordshire University
Bradford College
Bradford University
Brighton University
Bristol University
Brunel University
Cardiff University
Coventry University
Edinburgh Napier University
Glasgow Caledonian University
Gloucestershire University
Hull University
Kent University
Kings College London
London South Bank University
Manchester University
Northampton University
Portsmouth University
Queen Belfast University
Queen Mary University
Robert Gordon University
University of South Wales
Southampton University
Surrey University
Swansea University
University College London
University of the West of England

Appendix 2: Visitors' survey results

Total Number of attendees:

Attendees by type of education	
Type of Education	Numbers
1. Bachelor Degree	293
2. Master's Degree	250
3. PhD	84
4. High School	4
5. Language Courses	8
6. Foundation Course	11
7. Pre-Master's Course	2

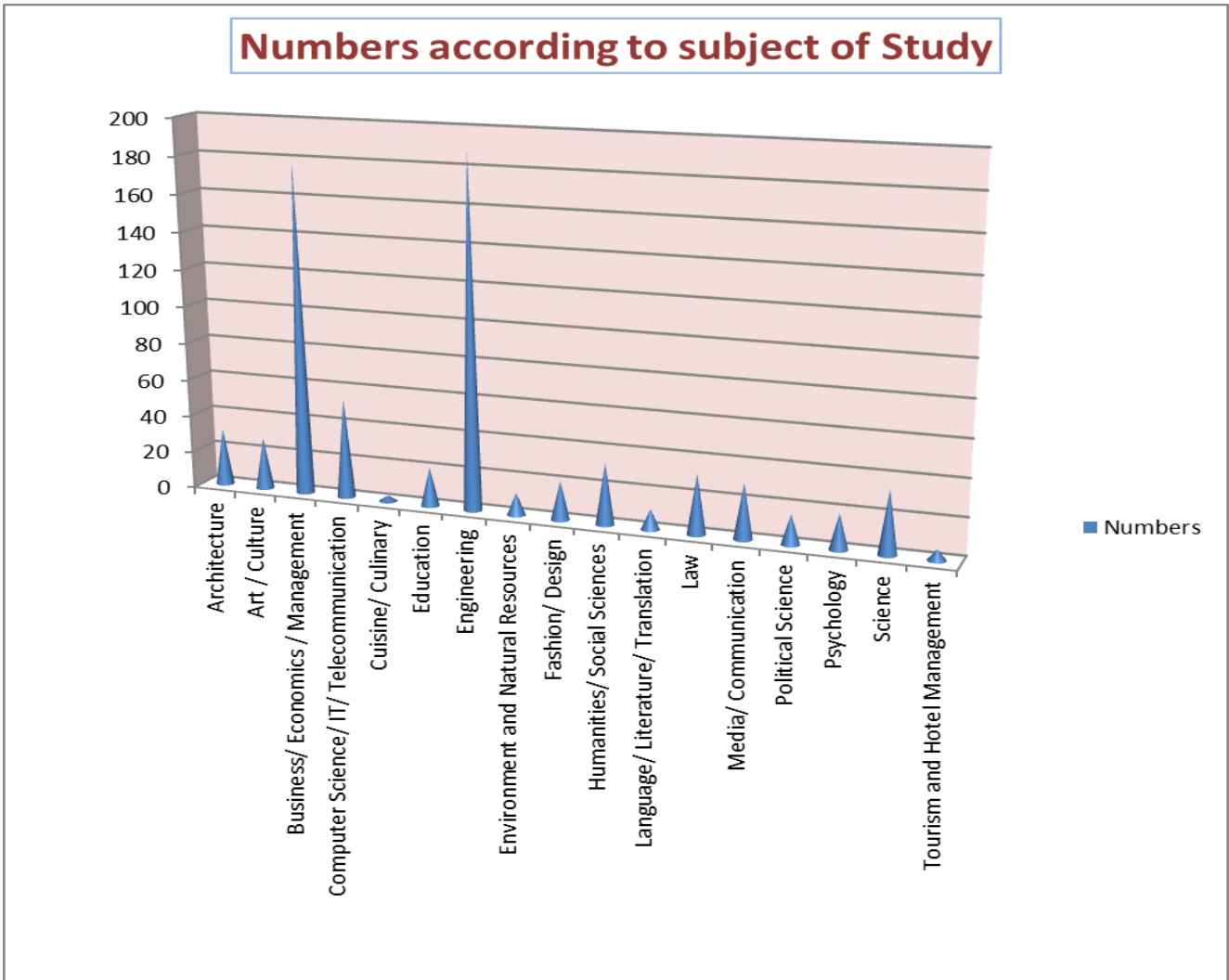


Attendees by Subject of Study	
Subject Of Study	Numbers
Architecture	31
Art / Culture	28
Business/ Economics / Management	179
Computer Science/ IT/ Telecommunication	54
Cuisine/ Culinary	3
Education	21
Engineering	181
Environment and Natural Resources	12
Fashion/ Design	21



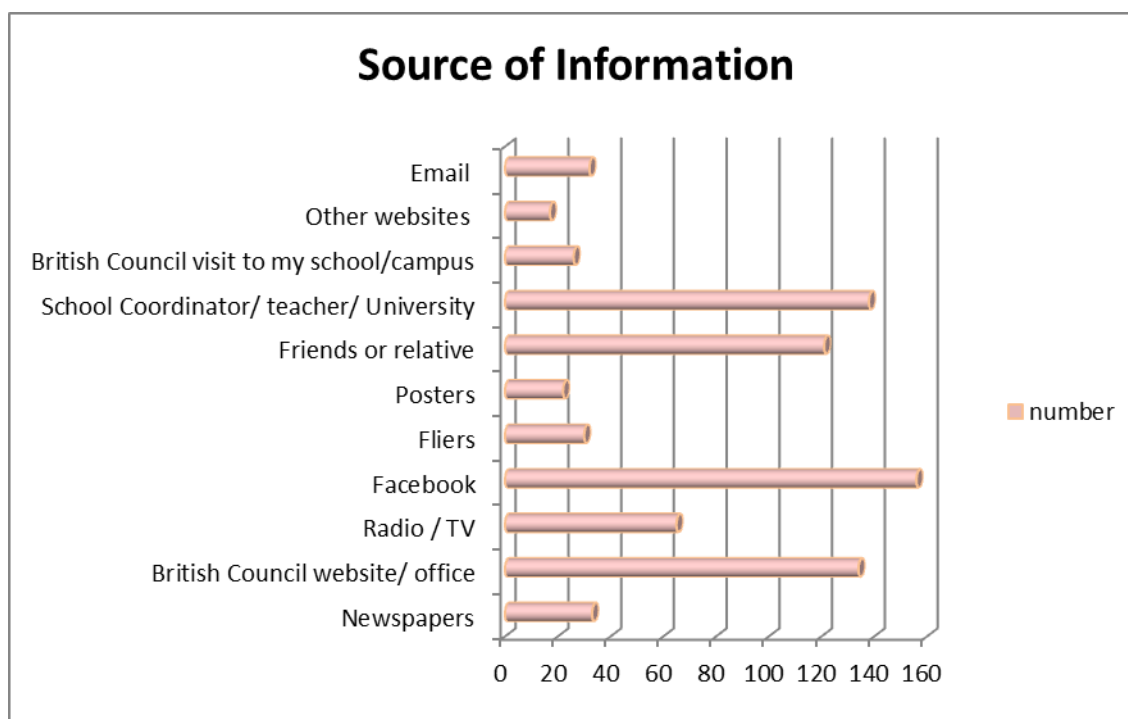
Humanities/ Social Sciences	33
Language/ Literature/ Translation	11
Law	32
Media/ Communication	30
Political Science	16
Psychology	19
Science	34
Tourism and Hotel Management	6

Find below the chart figure.



Attendees by source of Information

Source of Information	number
Newspapers	33
British Council website/ office	134
Radio / TV	65
Facebook	156
Fliers	30
Posters	22
Friends or relative	121
School Coordinator/ teacher/ University	138
British Council visit to my school/campus	26
Other websites	17
Email	32

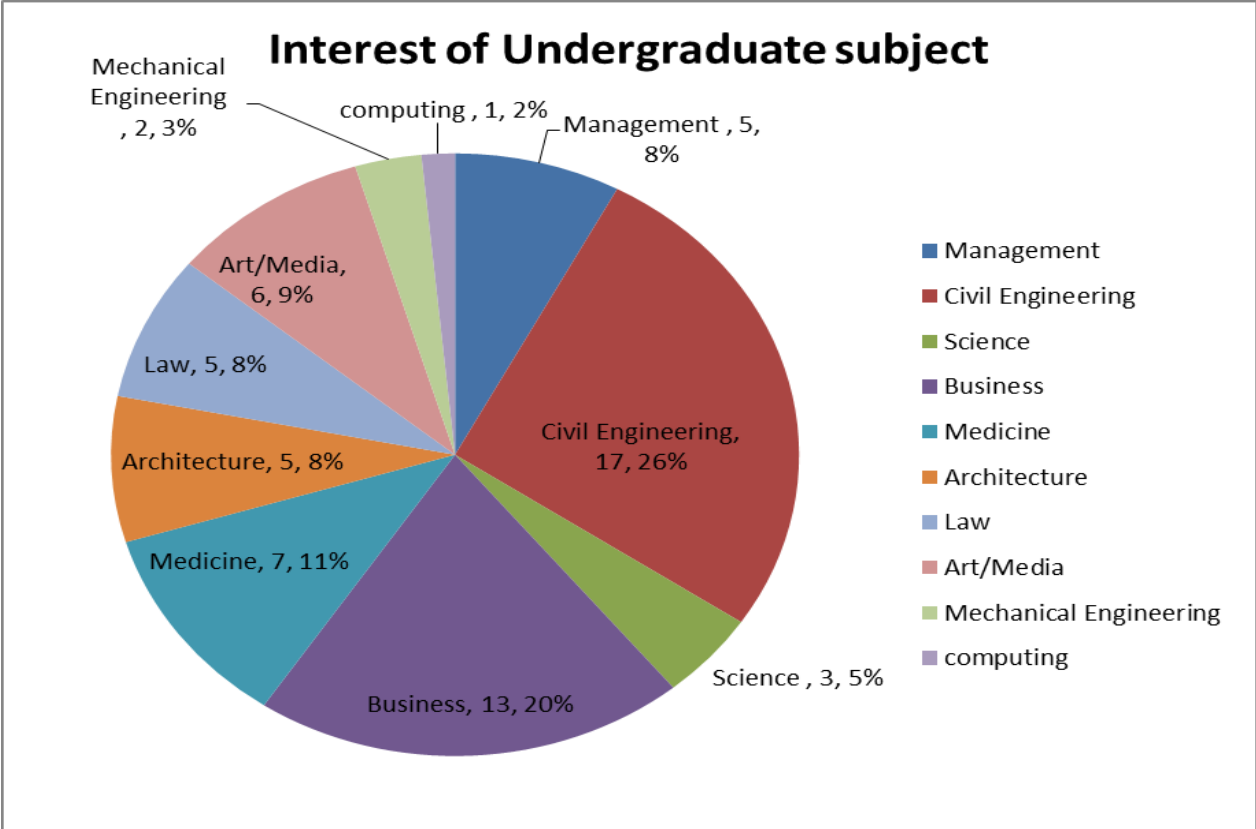


Appendix 3: Exhibitors' survey results

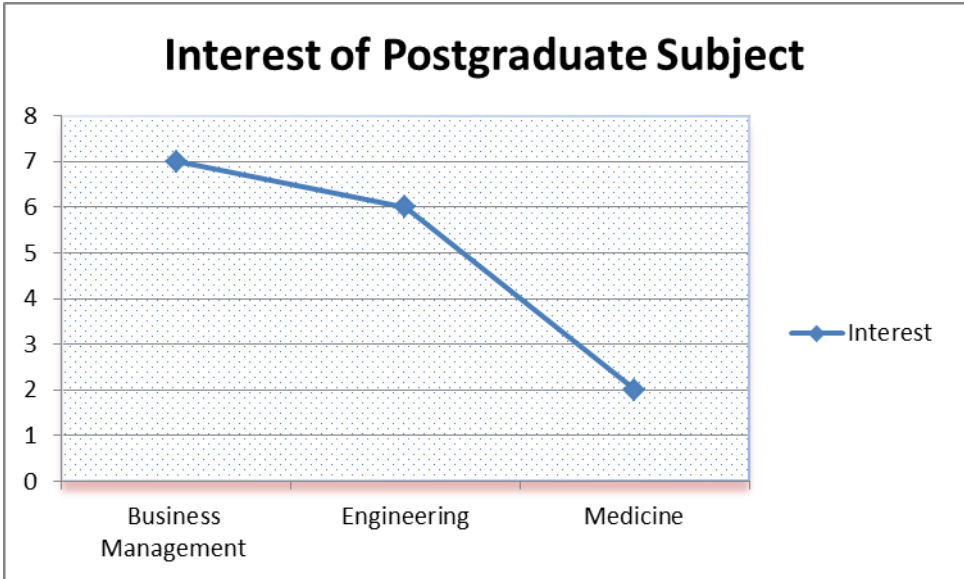
Questionnaires were completed by 30 participants, a response rate of 96%, in addition to positive few comments below for future:

Questions	Strongly Agree (5)	Agree (4)	Neither (3)	Disagree (2)
Get proper Support from the British Council before and during the event and in good time:	19	8	3	-
The Exhibition date was appropriate for my institution:	12	8	2	2
The length of the event and opening hours were appropriate:	11	10	5	2
The Exhibition venue was appropriate for the event:	16	10	2	1
Rate of quality/Number ratio of enquiries:	9	9	8	2
The Event overall represented a good showcase for UK education in a professional environment:	14	9	2	-
Do you think your participation was a worthwhile investment of time and money?	12	9	4	1
Are you interested in attending a similar event again:	12	8	3	1

Most interest subject received by the Exhibitors, the chart below shows figures:




Postgraduate Subjects of interest for Jordanian students:



Additional comments:

- It is a fantastic event, well organised which is busy and with high quality students.
- Jordan is good market focus, students are serious.
- Business, Art and Media is becoming more popular.
- To include institution brief for visitors to refer

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- Bring in the newspaper adv. and play the radio recording during the event.
 - Arrange for the postgraduate event.
 - Booths for next event.
 - Happy to see British Council event and look for more partnerships and TNE
 - Invite more postgraduates or arrange for specific purpose events.

Appendix 4: Advertising and promotion plan (media plan)

- British Council Website <http://www.britishcouncil.org/jordan-education-uk-exhibition.htm>, British Council Facebook page, two weeks prior to the event.
- Newspaper advertisement one week before and during the event in three different Newspapers which has the highest number of readers: AL-Rai, AL-Ghad and AL-Waseet.
- Radio campaign, spots one week before the event and during on two Radio Stations Mazaj FM 95.3 and Play FM 99.6.
- Flyers 4000 and posters 30 distributed over the places of high students attendance, Schools this has been reached by the Services of International Education Marketing Manager to attract and distribute the word of mouth to Students and coordinators directly.
- SMS and e-mail Shot to more than 1000 Students and school coordinators and University PR offices
- TV presentation on Roya before the event one two days on the morning show followed by post releases filmed during the event.
- Post press release on the British Council website, Intranet, and international posts on a UK Magazine named: Study Travel Magazine the story will talk about the EDUKEX success.

End of Report